

PUBLISHED WEEKLY • 10TH YEAR OF PUBLICATION

7/7/50

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1950

january

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february

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WEEK OF

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 3	MAJOR NEW YORK STORES WILL BE CLOSED MONDAY, JULY 3, AND SATURDAYS, COMMENCING SATURDAY, JULY 8. ALTMAN, BENDEL, BERGDORF-GOODMAN, HATTIE CARNEGIE, and GUNTHER-JAECKEL WILL ALSO BE CLOSED ON SATURDAY, JULY 1. BLOOMINGDALE'S, GIMBELS, and SAKS 34TH WILL BE OPEN ON MONDAY, JULY 3; GIMBELS and SAKS 34TH WILL REMAIN OPEN ON SATURDAYS THROUGHOUT THE SUMMER.		
July 4	INDEPENDENCE DAY (Tuesday)--Legal Holiday.		
Wednesday July 5 2:30 P.M.	PRESS PREVIEW OF FALL MILLINERY A presentation to the press of Braagaard's Fall millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Postponed July 6	WALTER FLORELL'S FALL MILLINERY SHOWING, ORIGINALLY SCHEDULED FOR JULY 6, HAS BEEN POSTPONED TO WEDNESDAY, JULY 12 AT 10:00 A.M. (See Page 5).		
Thursday July 6 10:30 A.M. Breakfast	PRESS PREVIEW: NEW DECORATIVE CLOCKS Preview of new decorative desk, boudoir, wall, and travel clocks. By invitation. Publicity: Franklin Fisher Associates, MU. 2-1983.	SEMCA CLOCK COMPANY	HOTEL PLAZA CRYSTAL ROOM
Sunday July 9 3:30 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Sally Victor's Fall millinery collection will be presented to the out-of-town press at an informal cocktail party. Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday July 9 4:00 P.M.- 8:00 P.M. Cocktails	MILLINERY PARTY FOR VISITING EDITORS Florence Reichman will invite the out-of-town editors to her home for cocktails, and a preview of her Fall millinery collection. By invitation only. Contact: Miss Jacqueline, PL. 8-1525; or Rh. 4-0290.(home).	FLORENCE REICHMAN	44 EAST 67TH STREET (HOME)
Sunday July 9 4:30 P.M. Tea	FALL FASHIONS FOR VISITING EDITORS The out-of-town editors are invited to see Maria Krum's Fall collection of afternoon and evening wear during tea. Contact: Sally Krum, CI.7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Sunday July 9 5:30 P.M. Cocktails, Buffet	BUFFET PARTY FOR FASHION PRESS Forstmann will invite visiting editors to a cocktail party and buffet supper in the Victorian Suite of the Hotel Carlyle. Attendance by invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	HOTEL CARLYLE 35 EAST 76TH STREET
Sunday July 9 6:00 P.M.- 9:00 P.M.	SOIREE FOR VISITING EDITORS Harriet Hubbard Ayer has invited the out-of-town press to a soiree in Mary Brown's apartment. By invitation. Publicity: Mary Brown, MU.8-4040.	HARRIET HUBBARD AYER (505 PARK AVENUE)	50 EAST 81ST STREET APT. 2-A



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday July 9 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR OUT-OF-TOWN PRESS Walter Florell will invite the visiting editors to a champagne party and showing of his Fall millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON

NEW YORK DRESS INSTITUTE'S FIFTEENTH NATIONAL PRESS WEEK

(Week of July 10 - July 14)

Fashion editors of about 150 U.S. and Canadian newspapers will be invited to attend the Fifteenth National Press Week. Fall and Winter collections of 24 leading designers, members of the N.Y. Dress Institute's Couture Group, will be shown daily, beginning Monday, July 10. (The release date of each collection is twenty-four hours after the showing on this schedule). Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Monday, July 10....	9:00 A.M.	WELCOME BREAKFAST & FORUM	WALDORF-ASTORIA
	10:00 A.M.	EDWIN H. FOREMAN (TINA LESER)	WALDORF-ASTORIA
	11:00 A.M.	DELMAN (Auxiliary Member) SHOES	WALDORF-ASTORIA
	12:00 NOON	MONTE SANO & PRUZAN (LUNCHEON)	WALDORF-ASTORIA
	2:00 P.M.	ANTHONY BLOTTA	498 SEVENTH AVE.
	3:00 P.M.	PATTULLO-JO COPELAND	498 SEVENTH AVE.
Tuesday, July 11....	8:30 P.M.	MAURICE RENTNER (PHYFE'S PENTHOUSE)	980 MADISON AVE.
	9:00 A.M.	BEN REIG	498 SEVENTH AVE.
	10:00 A.M.	HANSEN BANG	498 SEVENTH AVE.
	11:00 A.M.	PAUL PARNES	498 SEVENTH AVE.
Wednesday, July 12....	2:30 P.M.	TRIGERE	29 WEST 57TH ST.
	5:30 P.M.	NETTIE ROSENSTEIN	SHERRY'S - 300 PARK AVENUE
	9:30 A.M.	HERBERT SONDHEIM	530 SEVENTH AVE.
	10:30 A.M.	ADELE SIMPSON	530 SEVENTH AVE.
	11:30 A.M.	PARNIS-LIVINGSTON (MOLLIE PARNIS)	530 SEVENTH AVE.
Thursday, July 13....	2:30 P.M.	JOSEPH HALPERT-JACQUES FATH	530 SEVENTH AVE.
	3:30 P.M.	CAPRI FROCKS, INC.	1372 BROADWAY
	9:30 A.M.	JANE DERBY	785 FIFTH AVE.
Friday, July 14....	11:00 A.M.	CHRISTIAN DIOR	730 FIFTH AVE.
	2:00 P.M.	HATTIE CARNEGIE	711 FIFTH AVE.
	9:00 A.M.	TOWNLEY FROCKS (CLAIRE McCARDELL)	550 SEVENTH AVE.
	10:00 A.M.	DAVIDOW, INC., SPORTSWEAR	550 SEVENTH AVE.
	11:00 A.M.	B. H. WRAGGE	550 SEVENTH AVE.
	2:00 P.M.	PHILIP MANGONE	500 SEVENTH AVE.
	3:00 P.M.	SAMUEL CHAPMAN (CEIL CHAPMAN)	530 SEVENTH AVE.

July 10 N.Y. DRESS INSTITUTE'S BREAKFAST FOR VISITING PRESS, 9:00 A.M. (See above).

July 10 TINA LESER'S SHOWING FOR THE VISITING PRESS AT 10:00 A.M. (See above).

July 10 DELMAN'S SHOWING FOR THE OUT-OF-TOWN PRESS AT 11:00 A.M. (See above).

Monday July 10 11:00 A.M. And 4:00 P.M.	PRESS PREVIEWS OF FALL MILLINERY Mr. John will present his Fall millinery collection to the N.Y. press at 11:00 A.M., with a second <u>showing for the out-of-town editors at 4:00 P.M.</u> By invitation. Publicity: Petty Nelson or Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
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July 10 MONTE SANO & PRUZAN'S SHOWING FOR VISITING PRESS, 12:00 NOON (See above).



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 10	ANTHONY BLOTTA'S SHOWING FOR VISITING EDITORS AT 2:00 P.M. (See Pg. 2).		
Monday July 10 2:30 P.M.	FALL MILLINERY SHOW FOR PRESS William J., now in his second season, will present his Fall and Winter millinery. By invitation. Contact: Robert Allen, MU. 8-1380.	WILLIAM J.	61 EAST 52ND STREET SALON
July 10	PATTULLO-JO COPELAND'S SHOWING FOR VISITING PRESS, 3:00 P.M. (See Pg. 2).		
Monday July 10 5:00 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW "Accesso-News"--the semi-annual accessories show, presenting Coro jewelry and Glentex scarfs for Fall. Cocktails from 4:30 P.M. For local and visiting press, by invitation only. Publ.: Ann R. Silver Assoc., MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	HOTEL PIERRE GRAND BALLROOM
Monday July 10 6:00 P.M.	OUT-OF-TOWN PRESS SHOW: FALL COLLECTION Elizabeth Arden will invite the visiting editors to a 6:00 P.M. showing of her Fall and Winter ready-to-wear collection. Buffet supper from 7:00 P.M. to 8:00 P.M. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON-2ND FLOOR
July 10	MAURICE RENTNER'S BUFFET SHOWING FOR VISITING PRESS AT 8:30 P.M. (See Pg. 2)		
Tuesday July 11 8:00 A.M. Breakfast	FALL HAT SHOW FOR OUT-OF-TOWN PRESS Irene of New York will show her new Fall millinery at a breakfast for the visiting press. By invitation. Publicity: Nona James, CH. 4-7658.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
July 11	BEN REIG'S SHOWING FOR THE OUT-OF-TOWN PRESS AT 9:00 A.M. (See Pg. 2).		
Tuesday July 11 9:00 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC Semi-annual clinic of the Millinery Merchandising Executives' Association, with fashion, merchandising and business experts discussing trends, problems and developments. Virginia Pope, fashion editor of the N. Y. Times, will direct the clinic. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
July 11	HANSEN BANG'S SHOWING FOR VISITING EDITORS AT 10:00 A.M. (See Pg. 2).		
July 11	PAUL PARNES' SHOWING FOR THE VISITING PRESS AT 11:00 A.M. (See Pg. 2).		
Tuesday July 11 12:00 Noon	JUDY 'N JILL FASHIONS FOR VISITING PRESS Brief showing of Fall and Winter junior fashions by Horwitz & Duberman, for the out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday July 11 1:00 P.M. Luncheon	LUNCHEON FOR VISITING AND LOCAL PRESS Coty will present a 1950 "Beauty Forecast" and preview of Christmas gift packages at a luncheon for the out-of-town and local editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA WEDGWOOD ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 11	TRIGERE'S SHOWING FOR THE VISITING PRESS AT 2:30 P.M. (See Page 2).		
Tuesday July 11 2:30 P.M. Cocktails	PREVIEW OF FALL HAT COLLECTION Mme. Cecile Gertrude Kretz will present her collection of Fall millinery. For press and trade, by invitation only. Contact: PL. 3-2940.	MME. CECILE GERTRUDE KRETZ	25 WEST 57TH STREET SALON
Tuesday July 11 3:30 P.M. Cocktails	PRESS PREVIEW OF "BAGS BY JOSEF" A preview of the Fall and Winter American collection of "Bags by Josef" (Gold Seal Importers, Inc.) together with Italian and French imports. For local and out-of-town press, by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SHERRY-NETHERLAND CHANTECLAIR ROOM
Tuesday July 11 3:30 P.M.- 6:00 P.M. Cocktails	PRESENTATION OF FALL FABRICS Hafner will invite the local and out-of-town press to a display of Fall fabrics, with informal modeling, at the Empire State Club, 21st floor. By invitation only. Publicity: Martha McDonald, CH. 4-8767.	HAFNER FABRICS CORP.	EMPIRE STATE BLDG. 21ST FL.-- CLUB
Tuesday July 11 4:00 P.M.- 6:00 P.M. Open House	FASHIONS IN WOMEN'S WATCHES The Watchmakers of Switzerland will present "Fashions in Time" to local and visiting editors. By invitation only. Sponsored by Foote, Cone and Belding Int'l. Publicity: Elizabeth Maher, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	30 ROCKEFELLER PL. RAINBOW LOUNGE-65 FL.
Tuesday July 11 4:30 P.M. Cocktails	PRESS PREVIEW OF YOLANDE HANDMADES Yolande will invite the out of town and N.Y. fashion press to a cocktail showing of handmade lingerie, blouses, and infants dresses for Fall. By invitation only. Publicity: Ida F. Miller, Yolande Corp., MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM
July 11	NETTIE ROSENSTEIN'S COCKTAIL SHOW FOR VISITING EDITORS AT 5:30 P.M. (Pg. 2).		
Tuesday July 11 6:00 P.M. Cocktails 7:30 P.M. Show	"SANKA BROWN" COLOR DEBUT Sanka Coffee will sponsor a showing of Paris originals, and ready-to-wear and accessories by American designers, in the new "Sanka Brown" color for Fall. Fashion Show will be followed by supper and dance. By invitation only, for visiting and N.Y. fashion press. Contact: Dora Miller, LO. 3-4285.	GENERAL FOODS	HOTEL PIERRE ROOF GARDEN
Tuesday July 11 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Dinner and show: \$20.00; Mezzanine: show only, \$10.00. For tickets, contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday July 12 8:00 A.M. Breakfast	WOMEN'S FASHIONS FOR OUT-OF-TOWN EDITORS Showing for visiting and local editors of Puritan's Paris-adapted Fall fashions for women, at moderate prices. By invitation. Contact: Mathilda Kimball or Mary Wight, CH. 4-2962. Publicity: Dora Miller, LO. 3-4285.	PURITAN DRESS COMPANY OF BOSTON	LONGCHAMPS B'WAY & 41ST STREET
July 12	HERBERT SONDHEIM'S SHOWING FOR OUT-OF-TOWN PRESS AT 9:30 A.M. (See Pg. 2).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 12 10:00 A.M. Coffee	BREAKFAST PREVIEW OF FALL MILLINERY Walter Florell will show his Fall millinery collection to the local press. By invitation only. ( <u>Note Change of Date</u> ). Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
July 12	ADELE SIMPSON'S SHOWING FOR THE VISITING EDITORS AT 10:30 A.M. (See Page 2).		
July 12	MOLLY PARNIS' SHOWING FOR THE VISITING PRESS AT 11:30 A.M. (See Page 2).		
Wednesday July 12 12:00 Noon Aperitif	OUT-OF-TOWN PRESS FALL PREVIEW Tilly Schanzer will present her "Mix 'n Match" Fall fashions to the local and visiting press. By invitation only. Publ.: Dora Miller, LO. 3-4285.	TILLY SCHANZER	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Wednesday July 12 1:00 P.M. Luncheon	COAT & SUIT SHOWING FOR VISITING PRESS The out-of-town editors will be invited to a luncheon and showing of the Fall coat and suit collection, designed by Seymour Fox. Attendance by invitation. Publicity: Ann R. Silver Associates, MU. 7-8654.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Wednesday July 12 2:00 P.M.	FALL MILLINERY PRESS SHOWING Jack McConnell will present his Fall collection of millinery to the press and trade. By invitation only. Contact: Joseph Saltez, PL. 3-0786.	JACK McCONNELL	41 WEST 57TH STREET SALON
July 12	JOSEPH HALPERT-JACQUES FATH SHOW FOR VISITING PRESS, 2:30 P.M. (See Page 2).		
Wednesday July 12 2:30 P.M. Cocktails	PREVIEW OF NEW FALL FABRIC "Bold Venture", a rayon fashion fabric with a new weave and surface, will be shown at the Victorian Suite of the Hotel Beverly. Attendance by in- vitation. Publicity: Dick Zeisler, Saul Krieg Associates, LU. 2-1815.	HOUSE OF BURGESS (1071 SIXTH AVE.)	HOTEL BEVERLY LEXINGTON & 59TH ST.
July 12	CAPRI FROCKS' SHOWING FOR THE VISITING EDITORS AT 3:30 P.M. (See Page 2).		
Wednesday July 12 3:30 P.M. Cocktails	FALL MILLINERY SHOW FOR LOCAL PRESS Florence Reichman's preview of her Fall millinery collection for N. Y. press. By invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Wednesday July 12 5:00 P.M. Cocktails	"BLACK ROSE" PARTY FOR VISITING EDITORS Twentieth Century-Fox will invite the out-of-town and local editors to a cocktail party and exhibit of a Fall fashion promotion, inspired by the forthcoming film "The Black Rose". Staged by Tom Lee. Attendance by invitation. Publicity: Corinne Schwab, CO. 5-3320.	20TH CENTURY-FOX FILMS	54TH ST. & 10TH AVE. STAGE 1
Wednesday July 12 7:00 P.M. Dinner	FALL HATS & MAKEUP AT DINNER SHOW The Millinery Fashion Bureau, in cooperation with Dorothy Gray, will in- vite the local and visiting fashion press to dinner, and a showing of Fall millinery by leading designers; makeup by Dorothy Gray. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA SERT ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 13 8:00 A.M. Breakfast	EMBROIDERY FASHIONS FOR VISITING PRESS Embroidered separates for all occasions will be shown to the out-of-town and local editors. (Note Change Of Address). By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS 19 WEST 57TH STREET
July 13	JANE DERBY'S SHOWING FOR THE OUT-OF-TOWN PRESS AT 9:30 A.M. (See Pg. 2).		
July 13	CHRISTIAN DIOR'S SHOWING FOR THE VISITING EDITORS AT 11:00 A.M. (See Pg. 2).		
Thursday July 13 11:00 A.M.	FALL MILLINERY PRESS PREVIEW Anita Andra will invite the press to a showing of her new Fall hat collection. Attendance by invitation. Contact: PL. 9-1822.	ANITA ANDRA	558 MADISON AVENUE SALON
Thursday July 13 12:15 P.M. Luncheon	FALL PREVIEW FOR VISITING EDITORS Henry Rosenfeld will invite the out-of-town and local press to lunch, with a showing of his Fall collection of dresses and suits. By invitation only. Publicity: Shirley Perces or Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Thursday July 13 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING Subject: "Spotlight on Fall Accessories--There's Lots of News!" Esther Lyman, Merchandise Editor of Harper's Bazaar, will discuss the subject "How Can Stores Best Promote Accessories?" Chairman and Commentator: Marjorie Schlesinger, Accessories Stylist, Macy's. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM
July 13	HATTIE CARNEGIE'S SHOWING FOR THE VISITING PRESS AT 2:00 P.M. (See Pg. 2).		
Thursday July 13 3:30 P.M. Cocktails	FALL FASHION SHOWING FOR VISITING PRESS Varden will invite the out-of-town editors to cocktails and a showing of the Varden Petites collection for Fall. Attendance by invitation only. Publicity: Ann E. Pester, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday July 13 4:00 P.M. High Tea	JEWELRY SHOWING FOR THE PRESS The visiting and local editors will be invited to a cocktail party and showing of the new Halbe costume jewelry collection for Fall. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JEWELS BY HALBE	SHERRY-NETHERLAND CHANTECLAIR ROOM
Thursday July 13 5:00 P.M.	FALL SHOWING FOR VISITING EDITORS Lilly Dache will present her Autumn 1950 collection of costumes to the out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Thursday July 13 7:00 P.M. Dinner	FASHION SHOW--DINNER FOR VISITING PRESS Sylvan Rich will invite the out-of-town editors to dinner and a showing of the Martini Designed and Diminutives dress collections for Fall. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 13 8:40 P.M.	THEATRE & SUPPER PARTY FOR VISITING PRESS N. W. Ayer's Theatre Party for the out-of-town editors will be followed by a supper party at the Hotel Plaza. Attendance strictly by invitation. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	ZIEGFELD THEATRE 6TH AVE. & 54TH ST.
Friday July 14 8:00 A.M. Breakfast	NECKWEAR SHOW FOR VISITING PRESS The out of town editors will be invited to a showing of neckwear for Fall. By invitation only. Publicity: Dora Miller, IO. 3-4285.	NATIONAL WOMEN'S NECKWEAR & SCARF ASSN.	LONGCHAMPS B'WAY & 41ST STREET
July 14	CLAIRE MCCARDELL'S SHOWING FOR THE VISITING PRESS AT 9:00 A.M. (See Pg 2).		
July 14	DAVIDOW'S SHOWING FOR THE VISITING PRESS AT 10:00 A.M. (See Page 2).		
July 14	B. H. WRAGGE'S SHOWING FOR THE VISITING PRESS AT 11:00 A.M. (See Page 2).		
Friday July 14 12:00 Noon Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Lloyd Weill will invite the out-of-town press to a luncheon and showing of the Fall collection designed by Natalie Renke and Marie Ravel; and the Nan Westley collection of separates. Also, presentation of Lloyd Weill's original "floor show". Attendance by invitation only. Contact: Miss Gloria, IO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
July 14	PHILIP MANGONE'S SHOWING FOR VISITING EDITORS AT 2:00 P.M. (See Page 2).		
July 14	CEIL CHAPMAN'S SHOW FOR THE VISITING EDITORS AT 3:00 P.M. (See Page 2).		
Friday July 14 3:30 P.M.	PRESENTATION OF FALL MILLINERY Mr. Fred of John Frederics, Inc., will present his Fall millinery to the local and out-of-town press. Attendance by invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	20 EAST 48TH STREET SALON
Friday July 14 5:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Raymond Marinelli will invite the N.Y. and visiting editors to a preview of his Fall collection of afternoon, cocktail, dinner and evening clothes. Millinery: Laddie Northridge. Gloves: Wear-Right. Pearls: La Tausca. Door prize--custom made gown (\$250.00) by Raymond. Attendance by invitation. Publicity: Jane Franklin, Allied Public Relations, PL. 9-6411.	RAYMOND MARINELLI (37 WEST 47TH ST.)	ST. MORITZ HOTEL SKY GARDENS
Friday July 14 5:00 P.M.	FUR COLLECTION FOR VISITING EDITORS Esther Dorothy will present her fur collection to the out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
Friday July 14 6:30 P.M. Dinner	FASHION SHOWING AT PRESS DINNER The out-of-town editors will be invited to a dinner, followed by a fashion show of Fall clothes made in Crompton velveteens and corduroys. Attendance strictly by invitation. Publicity: Laura Benham, RE. 7-8230.	CROMPTON-RICHMOND, INC.	SHERRY NETHERLAND CARNAVAL ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday July 15 9:30 A.M. Breakfast	LUGGAGE MOVIE FOR VISITING PRESS Amelia Earhart Luggage will invite the out-of-town press to a breakfast premiere of its 20-minute color film, "There Is A Difference". (Film will be shown at leading department stores and specialty shops throughout the country). By invitation only. Contact: Maxine Lord, Market 3-7500.	AMELIA EARTHART LUGGAGE	HAMPSHIRE HOUSE THE COTTAGE
Saturday July 15 10:30 A.M. Champagne- Brunch	PENTHOUSE PARTY FOR THE PRESS Frances Sider will invite the out-of-town and local editors to an informal showing of her Fall collection, "Inseparable Separates". By invitation only. Contact: Freda Rudd of Frances Sider, LO. 4-3323.	FRANCES SIDER	215 CENTRAL PARK W. PENTHOUSE - 32 J
Cancelled July 15	THE CONTI, INC. COAT AND SUIT SHOWING FOR THE VISITING PRESS, ORIGINALLY SCHEDULED FOR SATURDAY, JULY 15, AT 11:00 A.M., HAS BEEN CANCELLED.		
Cancelled July 15	MME. THEA TEWI'S PRESS PREVIEW OF NEW LINGERIE COLLECTIONS, ORIGINALLY SCHEDULED FOR SATURDAY, JULY 15, AT 11:30 A.M., HAS BEEN CANCELLED.		
Saturday July 15 12:00 Noon Luncheon	PRESS SHOWING OF FALL JEWELRY Luncheon showing of the Trifari Fall costume jewelry collection, for visiting and local press. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Sunday July 16 10:00 A.M. (Entire Day)	SHIPBOARD FASHION SHOW FOR EDITORS The New Haven "million dollar" air-conditioned train will depart from Grand Central Station at 10:00 A.M. for New London, where the out-of-town press will transfer to a ship for a cruise along the Connecticut shores to Old Saybrooke. Kiviette's Fall gowns and Laddie Northridge's Fall and Winter hats will be presented on deck during dinner. Return by train to New York will be made in the early evening. Attendance by invitation only. Publicity: Donna Cannon or Roberta Miles, PL. 5-0484.	KIVIETTE; AND LADDIE NORTHRIDGE	VIA NEW HAVEN RR. TO CONNECTICUT CRUISE
Monday July 17 10:30 A.M. Brunch	AFTER-DARK FASHIONS FOR VISITING PRESS Philip Hulitar will invite the out-of-town editors to a presentation of his Fall and Winter collection of after-dark fashions, during brunch. Attendance by invitation. Publicity: Molly Appleby Baldwin, PL. 9-8630.	PHILIP HULITAR	11 WEST 46TH STREET SHOWROOM-4TH FLOOR
Monday July 17 4:00 P.M.- 6:30 P.M. Cocktails	FUR FASHIONS FOR VISITING & LOCAL PRESS The Associated Fur Manufacturers will invite the out-of-town and N.Y. press to a brief resume of 1950-51 fur fashions. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ASSOCIATED FUR MFRS.	WALDORF-ASTORIA WEDGWOOD ROOM
Monday July 17 9:00 P.M. Champagne- Buffet	PENTHOUSE PARTY FOR THE PRESS Chanda will invite the local and out-of-town editors to an informal showing of his Fall collection of millinery, during champagne and buffet supper. (In case of rain, party will be held in salon at 30 W. 57th St.). By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	CHANDA, INC. (30 WEST 57TH ST.)	55 EAST 86TH STREET PENTHOUSE "B"



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 18 9:30 A.M. Coffee	PREVIEW FOR THE VISITING PRESS Claret Modes will show their Fall collection of blouses and coordinated separates. By invitation only. Publicity: Michael Corwin, LO. 5-6126.	CLARET MODES	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday July 18 11:00 A.M.	SCARF SHOWING FOR LOCAL & VISITING PRESS Showing for the out of town and local editors of Brooke Cadwallader's scarf collection and advance view of Resort and Spring 1951 silks. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Tuesday July 18 2:00 P.M.	PRESS SHOWING OF JUNIOR FASHIONS Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Fall fashions for juniors to the out-of-town and local press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Tuesday July 18 4:30 P.M. Cocktails	HOSIERY SHOWING FOR THE PRESS Stanton D. Sanson will invite local and out of town press to a presentation "Tableaux des Bas", introducing a new collection of hosiery; and to premiere Willys of Hollywood - "The Stocking of the Stars". By invitation only. Publicity: Margo Myers, Steve Hannagan's Office, PL. 5-2900.	SANSON HOSIERY MILLS	WALDORF-ASTORIA ASTOR GALLERY
Wednesday July 19 12:00 Noon Luncheon	SHOWING OF FALL FASHIONS AND FABRICS A presentation of Fall costumes, created by leading designers in John Walther fabrics, during a luncheon for the press and trade. Attendance by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE THE COTTAGE
Wednesday July 19 4:00 P.M. Cocktails	COLOR FILM ON NEW LUGGAGE Amelia Earhart Luggage will present "There Is A Difference", a 20-minute color movie, which will be shown in leading department stores and specialty shops throughout the country. For press, N.Y. and resident buyers, by invitation only. Contact: Maxine Lord, Market 3-7500. (Newark)	AMELIA EARHART LUGGAGE	21 CLUB(21 W. 52ND) HUNT ROOM, 2ND FL.

FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCE

<u>CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE</u>	
<u>Thursday, July 27:</u>	Alex Maguy, Dior, Henry, Irmone, Baillie, Jeanne LaFaurie, Paquin, Tristan Maurice.
<u>Friday, July 28:</u>	Alice Thomas, Alwynn, Balenciaga, Carven, Dior, LeComte, Jacques Fath, J. Griffe, M. De Rauch, Raphael.
<u>Saturday, July 29:</u>	Bruyere, C. Montaigne, Dior, Jean Desses, M. Carpentier, Manguin, Marcel Rochas, Pierre Balmain.
<u>Monday, July 31:</u>	Callot Soeurs, M. Vramant, Maggy Rouff, Molyneux, N. Ricci.
<u>Tuesday, Aug. 1:</u>	Agnes Drecoll, Alice Levon, H. A La Pensee, J. Heim, Lanvin, Robert Piguet, Worth.
<u>Wednesday, Aug. 2:</u>	Calixte, Renal, Bader, Chaumont, Desvignes, Schiaparelli.
<u>Thursday, Aug. 3:</u>	Gres, Jean Patou, Martial Et Armand, Schiaparelli.
<u>Friday, Aug. 4:</u>	Hermes.
<u>Monday, Aug. 7:</u>	Pierre Benoit, Pierre Clarence.
<u>Tuesday, Aug. 8:</u>	Amy Linker.
<u>Wednesday, Aug. 16:</u>	Madeleine Geroy.
<u>Monday, Aug. 28:</u>	Carmine.



MOVIES...MUSIC...TELEVISION...THEATRE

- Friday  
June 30 PREMIERE: "IF THIS BE SIN" (Movie) RIVOLI THEATRE, 1620 BROADWAY  
United Artists' drama, set against backgrounds of London's fashionable West End and the Isle of Capri, is a story of the rivalry between a stepmother and a daughter for the affections of the same man. Starring Myrna Loy, Peggy Cummins, Richard Greene and Roger Livesey. Produced and directed by Gregory Ratoff. Publicity: Tess Michaels, CI. 5-6000.
- Friday  
June 30 TELEVISION: VANITY FAIR CBS-TV, CHANNEL 2  
4:30 P.M.- Dorothy Doan presents an all-Swedish program, featuring modern Swedish handicrafts, Katya's Young Fashions, and Scandinavian folk-music.  
5:00 P.M. Publicity: Helen Brattrud, PL. 5-2000.
- Saturday  
July 1 PREMIERE: "WITHOUT HONOR" (Movie) GLOBE THEATRE, 1555 BROADWAY  
United Artists presents a film melodrama of tangled marriages and murder suspense starring Laraine Day, Dane Clark, Franchot Tone, Agnes Moorehead, and Bruce Bennett. Producers: Robert and Raymond Hakim. Director: Irving Pichel. Publicity: Tess Michaels, CI. 5-6000.
- Saturday  
July 1 PREMIERE: "THE WHITE TOWER" (Movie) CRITERION, 1514 BROADWAY  
RKO's melodrama on climbing the Swiss Alps which stars Glenn Ford, Valli, Claude Rains, and Oscar Homolka. Producer: Sid Rogell. Director: Ted Tetzlaff. Publicity: Rutgers Neilson, CO. 5-6500.
- Beginning  
Monday  
July 3 THIRD WEEK, STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE,  
Monday July 3: Alexander Borovsky, pianist, performing the Liszt "Piano Concerto in E Flat Major"; also the orchestra playing Mozart's "Jupiter" symphony and the Brahms' "Symphony in F Major". A. Smallens conducting.  
Tuesday, July 4: Harry Shub, violinist--Wieniawski's "Concerto in D Minor"; the orchestra playing selections by Bartok, Beethoven, Balazs --F. Balazs conducting.  
Wednesday, July 5: Balbina Brainina, pianist, playing Rachmaninoff's "Concerto in C Minor"; also the orchestra performing Strauss' "Don Juan", and Beethoven's "Symphony No. 3".  
Thursday, July 6: An "All-Gershwin" program, starring Oscar Levant, and featuring the "Rhapsody in Blue", "An American in Paris", "Porgy and Bess", "Piano Concerto in F". Orchestra directed by Alexander Smallens.  
Friday, July 7: No concert Friday, July 7, unless rain previous night.  
Saturday, July 8: Ballet Theatre performing Tchaikovsky's "Swan Lake" and "Princess Aurora" and Bernstein's "Fancy Free".  
Publicity: Miss Alix Williamson, CI. 6-4462.
- Thursday  
July 6 FASHION FILM, JOHNNY VICTOR PLAYHOUSE, (RCA BLDG.) 40 WEST 49TH STREET  
Premiere showing of "Manhattan Fashions on Destination Enchantment".  
Friday  
July 7 Gowns: Charles James, Cassini-Dardick, Sonia. Suits: Reville of London. Furs: Maximilian and DeWynta. Hats: Mr. John and Rose Sapphire. Sports-wear: Frances Sider. Bridal Gowns: Murray Hamburger. Hairstyles: Guro.  
4:30 P.M.- Attendance by invitation. Contact: Herbert Lannard, Fashion Productions, JU. 2-2514.  
5:00 P.M.
- Thursday  
July 13 THEATRE RENDEZVOUS-AMERICAN THEATRE WING, RENDEZ-VOUS ROOM, HOTEL PLAZA  
10:30 P.M. A party saluting the stars and producers of "Texas, Li'l Darlin'" featuring a presentation of Carolyn Schnurer bathing suits and old-fashioned square dancing. Cover charge donated to hospitalized veterans.  
Publicity: Isadora Bennett, PL. 7-3184.